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*City of
Mountain
View*

*Neighborhood
Preservation
Strategy*

May 1995

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City of Mountain View

*Neighborhood Preservation
Strategy*

May 1995

Contents

Targeting and Coordinating City Resources	3
Developing Neighborhood Action Plans	3
The City's Roll in the Neighborhood Preservation Strategy	4
What the City is Doing	5
What You Can Do	9
How You Can Become a Part of the Neighborhood Preservation Team	10
Citygram	10
City of Mountain View Directory of Services	11
List of Useful Publications	13



Mountain View City Council

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Vice Mayor

James R. Cochran

Dena Bonnell

Maryce Freelen

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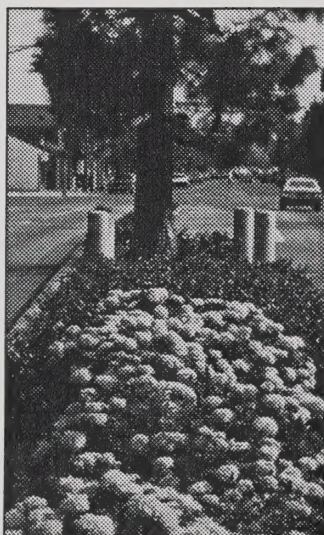
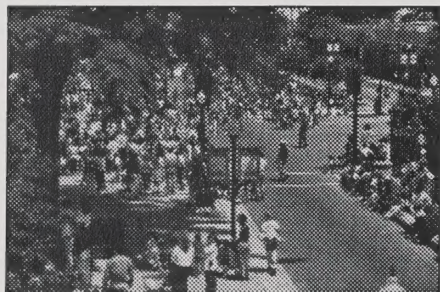
Arthur S. Takahara

In May of 1994 the City Council adopted a goal of identifying ways to improve the quality of life in Mountain View's residential areas. This new initiative called the Neighborhood Preservation Strategy was created in response to growing concerns of community residents about aging apartment buildings, graffiti, youth problems, abandoned vehicles, overgrown yards, overcrowding and a host of other social, economic and physical issues in the community.

The major objectives of the Neighborhood Preservation strategy (NPS) are:

- *to improve the visibility and effectiveness of City programs and services;*
- *to develop a partnership between community residents, apartment owners, schools, businesses and the City to work together to solve community problems; and*
- *to improve communications with City residents and to promote increased participation and involvement for all segments of the community.*

This report is an outline of how community leaders and the City can work together to identify new solutions for Mountain View neighborhoods. This effort marks the beginning of a process that will involve hundreds of residents from all areas of the community.



The goal in releasing this report is not for the City to provide hard and fast answers about what is needed, but rather to begin a dialogue with community residents about what they want and what they feel is needed to improve the quality of life in the City. this report will explain how you can be heard; and how you can participate in developing a better neighborhood. Community participation is essential to the success of this effort.

The participants involved in drafting this report have often said: "The process is the product." This means that the very process of getting residents involved in their neighborhoods and the future of the community is the key to a successful effort. The City can not on its own, solve the social; and economic conditions that lead to graffiti, abandoned vehicles, or neighborhood neglect. However, the City in partnership with concerned residents, schools, businesses and social service agencies can expand the available resources and multiply the collective ability of all parties to solve these problems.

In summary, the Neighborhood Preservation Strategy consists of two major components: (1) an extensive community outreach effort designed to develop a better understanding of what our neighborhood concerns are, and (2) a process of developing more responsive and coordinated City services to address these concerns.

**Prepared by
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May 1995



Targeting and Coordinating City Resources

Neighborhood problems vary greatly from one area to another. In the area of California and Ortega, where there is a high concentration of older apartments, there is a concern about aging rental complexes, gangs and crime. In the Middlefield-Whisman area the concern is about aging apartments but also park needs and ways to improve communications with City officials. On the south side of town, the concerns are generally less serious but of great importance to area residents. These concerns include unkempt lawns, poorly maintained fences and recreation vehicles parked on the street. Every neighborhood is a unique environment which has a unique set of concerns. The City generally provides a uniform level of services and a uniform set of responses to requests for services. In talking to neighborhood residents it is clear that a customized approach or a targeted response is what is desired and a more responsive way to deal with the City's many diverse neighborhoods. This approach is described in more detail below.



Developing Neighborhood Action Plans

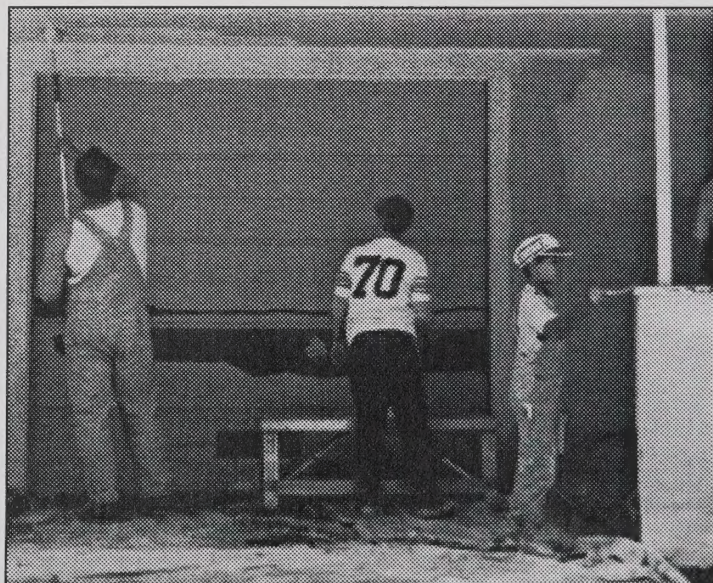
A major goal of the Neighborhood Preservation Strategy is to develop action plans for neighborhoods throughout the community, and particularly those areas most impacted by deteriorating conditions.

An action plan for a neighborhood is an outline of the concerns of area residents and a plan to address these problems, including both immediate concerns and long-term issues. Each neighborhood is unique and, therefore, the action plan for an area will also be customized to address the problems identified in that area. The concerns can range from major issues like deteriorating apartments and gang problems to more routine issues like unkempt yards, street maintenance and abandoned vehicles.

Developing an action plan for a neighborhood is a collaborative effort between area residents, neighborhood associations, schools,

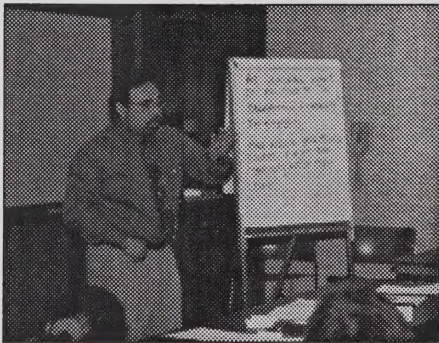
businesses, social service agencies and the City. An action plan for a neighborhood outlines the problems, resource issues and opportunities that area residents are concerned about and the role of all parties in addressing these challenges.

The relative priorities, roles, and time lines for action are also noted. An action plan is dynamic; one which changes as problems are resolved and new issues surface. Developing an action plan for a neighborhood is not complicated - it is simple, straightforward approach to problem solving. Its success is determined by the collaboration of all parties that are needed to realize a favorable result.



The City's Role in the Neighborhood Preservation Strategy

Following the City Council's decision to make neighborhood livability a top priority, the City Manager established a six-member Steering Committee to define and organize a Neighborhood Preservation Strategy. The City's Neighborhood Preservation Steering Committee is comprised of representatives from the City Manager's Office, the Community Development Department, the Police Department, the Library Services Department and the Community Services Department. The Steering Committee in turn organized a group of 45 City employees who are involved in delivering basic services to the community to advise them. Three workshops with the 45-member staff group were held including a community tour. This report is an early product of this effort.



The Staff workshops identified a number of new ideas and, more importantly, a process to get the community involved in looking at ways to improve community appearances, public safety and housing conditions. The workshops resulted in two major recommendations. First, the City should facilitate a series of neighborhood meetings and prepare a detailed response to the problems outlined at neighborhood meetings.

Secondly, city staff should look internally at their operations to determine ways to be more responsive and effective. This includes:

Complaint Handling

Conduct an examination of the City's complaint handling practices to determine if tracking procedures are efficient, whether response times are reasonable, and whether the priorities assigned to code enforcement cases are appropriate. This will also include a review of the City's customer service training programs. This effort is already underway and involves over 20 staff persons who are most involved in handling these problems on an everyday basis.



One Stop Service Center

Review the feasibility of establishing a one stop center for complaints and service requests.

Eliminating Blighting Influences

Identify ways to be more effective in eliminating blighting influences like abandoned shopping carts, unkempt landscaping and graffiti. These may appear to be small problems but can have a major impact on how outsiders and residents view the quality of a neighborhood.

Establish an Ongoing Dialogue with Neighborhoods

Define ways to establish an ongoing dialogue with neighborhood associations—this might include monthly brown bag lunches with neighborhood leaders or the possibility of establishing focus groups. This effort will also include ways to involve all segments of the community including landlords, renters, businesses and school officials.

Community Policing Concept

The City has recently approved a Community Policing Program which will provide a greater level of contact and involvement between the Police Officers and community residents. The Community Policing concept is to make the Police Officer an integral part of the neighborhood.



Promote a Better Understanding of City Services

Identify ways to promote a better understanding of City services—this could include developing better information on City services and making the information available to non-English speaking persons.

Opportunities for Youth

Determine the adequacy of existing opportunities that offer safe and constructive activities for youth.

Improve Conditions of Aging Apartments

Work with apartment owners and managers, and tenants especially in "at-risk" neighborhoods to define ways to improve property maintenance and management.

Promote Neighborhood Associations

Improving community participation is a top priority of the Neighborhood Preservation Strategy. The City will be looking for better ways to increase community involvement at all levels but especially at the neighborhood level. Assistance from existing neighborhood associations to newly forming associations is an effective model that will be promoted.

On the meetings with neighborhoods, the City will be reviewing neighborhood concerns and determining the appropriate focus for the Neighborhood Preservation Strategy. The meetings will involve all segments of the community, including neighborhood associations, renters, businesses and schools.

What the City is Doing

The City provides a number of basic services that are generally well understood by residents. These include providing: police services, fire protection services, library services, clean water, street maintenance and recreational services. What is not readily understood is the City's role in promoting clean, safe and attractive places to live and work. These other services are described below.

The Mediation Program.

The mediation program is an effective way to resolve disputes between two or more parties and is a chance for them to settle a matter out of court. Different parties that use mediation include: landlord/tenant, buyer/seller, employee/employer or neighbors. The City's volunteer mediator guides the participants toward a final agreement after exploring all possibilities. The mediator does this without giving legal advice, voicing opinions or deciding who is right or wrong. This service is free of charge and can usually be set up within a week or two. For more information you can call...960-0495.

Pro-Active Housing Inspection Program

The City of Mountain View operates an inspection program for all rental properties with three or more units.

This includes apartments, motels and hotels. The purpose of the program is to safeguard the stock of decent, safe and sanitary rental housing units within the city and to protect persons renting units in the community from unsafe living conditions. Every apartment complex in the City is inspected once every four years. For more information call... 903-6379.



Housing Inspection Complaints

Upon request, a City Housing Inspector will inspect occupied dwellings for Housing Code deficiencies. Any code violations detected will be required to be corrected at the expense of the property owner. For more information about this service call...903-6379. Structurally unsafe buildings are handled by the Building Division at...903-6313.



City of Mountain View Housing Rehabilitation Program

The City of Mountain View offers low interest loans to low income homeowners (earning less than 80 percent of median County income, as established by the Federal government), to help them make necessary repairs to their homes. The interest rate for these loans is based on a sliding income scale and ranges between 3 and 4 percent simple interest. As a condition of this program, all code deficiencies on the property must be corrected. In addition to issuing the loan, the City will monitor the rehabilitation activity from start to finish to ensure the work is done properly. For more information call...903-6379.



Promoting Neighborhood Watch Programs

The Crime Prevention Officer at the Police Department can provide informational material and assistance in setting up a Neighborhood Watch Program. For information call...903-6357.

Promoting Neighborhood Associations

There is a Neighborhood Handbook which discusses a variety of issues including how to form a neighborhood association. For information or a copy of this handbook call...903-6306.

Neighborhood Services Code Enforcement

The Police Department provides the following code enforcement services: abandoned cars, graffiti, trash, noise, smoking codes and fingerprinting services. To report a violation call...903-6344.

Community Policing and Anti-Gang Officer

The Police Department is implementing a new initiative—the Community Policing concept and is considering the appointment of a Police Officer who will specialize in working with gang youth.



Dangerous Buildings

If you know of a building that is hazardous and you need someone to come out to inspect it, call the Building Department at...903-6313.

Mayor's Award

The Mayor's Award recognizes outstanding programs and projects. It honors the people responsible for successful social and educational programs and exceptional new developments. The Mayor's Award is an opportunity to say "thank you" to individuals and projects that have contributed significantly to the community. For more information, call the Community Development Department...903-6306.

Zoning Enforcement

The most common violates of the City Zoning Ordinance are listed below:

- Businesses operated out of the home must be clearly incidental to the residential use, must not have advertising signs and must not create undue noise or parking problems.

- Fences, walls and screen planting may not be higher than 3' within the front setback area, generally consisting of the front 20' of the property. Fences within a side or rear yard may not exceed 6' in height.

- Temporary signs posted or displayed on public (private property without the consent of the property owner) are prohibited (i.e., yard sales signs attached to utility or street poles and real estate signs placed on a street median).

- Commercial vehicles exceeding 3/4-ton rated capacity may not be parked in any residential area.

- Swimming pools, or the entire property on which it is located, must be enclosed by a wall or fence at least 4' in height to prevent uncontrolled access by children from the street or adjacent properties.

For information call the Zoning Inspector at...903-6306.

Disaster Preparedness Program

The Office of Emergency Services in the Fire Department can provide information on setting up a Neighborhood Preparedness Program for anywhere from 10 to 100 households. For more information call...903-6365.

Park Division of Community Service

For forestry questions such as overhanging branches blocking sidewalks you can call the Parks Division. In order to preserve our mature trees, the City requires a Heritage Tree permit prior to the removal of any large tree. For more information call the Parks Division at...903-6326.



City Sponsored Recreation

The City of Mountain View offers several recreation and leisure opportunities through the Community Services Department (Recreation Division). The Recreation guide (which is published quarterly) lists various youth classes and activities including dance, music, sports, arts and crafts, rock climbing and tennis. There are classes and activities offered for seniors as well including painting, hiking for health and others.

Seniors can pick up Prime Time News at the Senior Center. For information regarding other classes and activities such as swim lessons, after-school and evening programs for youth, Mountain View Sports Pavilion, Whisman Sports Center, Deer Hollow Farm, and Cuesta and Pioneer Parks Concert Series, Please call 903-6331.

School Programs

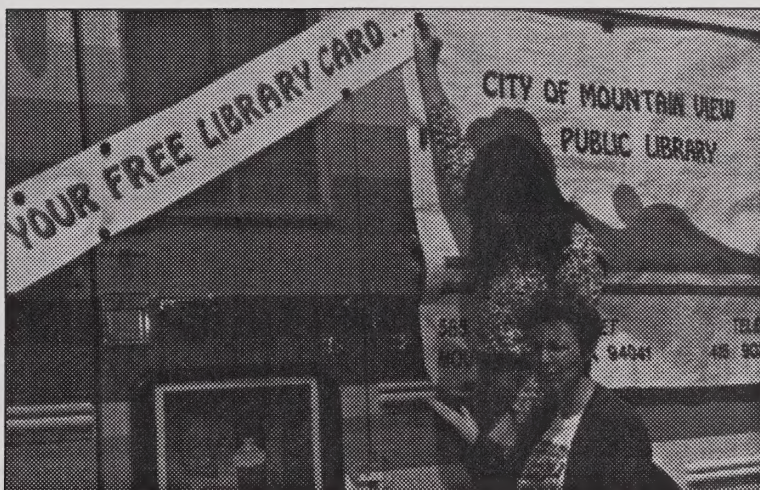
Alternative education programs are available for young adults. There are several different programs for students such as Shoreline Continuation High Schools, Independent Study Program, The Learning Community, Home/Hospital Instruction, SOF (Sober Opportunities for Students), Young Parents Program and Middle Recreation College Program.

The Police Department's Crime Prevention Unit can work with individuals or groups on gang prevention efforts. Gang members can be identified by several different signs. For more information on how to identify a gang member or if you believe your youth is involved in a gang, contact the Crime Prevention Unit at...903-6349.

City-Wide Volunteer Program

The City of Mountain View, Volunteer Services Program gives you the opportunity to turn your special talents and abilities into positive action. Share in the vision and give your time and talents to bring about community spirit. The Volunteer Services Program is committed to citizen participation in the expansion and enhancement of City services.

These are just a few ways that you can get involved. If you have an idea or special skill or talent to offer, or want to join our team, please call the Volunteer Program today. Contact the Coordinator of Volunteer Services at 903-6607.



What You Can Do

Citizen participation is critical to the success of the Neighborhood Preservation Strategy. Getting residents engaged in the community, particularly in working with area schools, businesses and the City is a successful model which has worked elsewhere, and has been shown to lead to improved neighborhoods.

A number of neighborhood meetings will be held throughout the community describing the Neighborhood Preservation Strategy and listening to the concerns of community residents. These meetings will be announced through local newspapers (e.g., The Voice and The View), and listed on Channel 3. You may also call the City Community Development Department at 903-6379 for an update on planned meetings. If you prefer, you may leave your name and address with the City by calling the number above and requesting to be notified of future meetings. If you have a neighborhood group that would like to arrange a meeting with the City to discuss problems and opportunities in your area please call us.

In a nutshell, you can:

1. get involved in your neighborhood and community;
2. make use of City services and programs; and
3. most importantly, let us know when things are not going right.



Get involved in your neighborhood and your community. Cut out and send the form below to become a part of the City of Mountain View Neighborhood Preservation Strategy.

I Want To Be Part Of The City of Mountain View Neighborhood Preservation Strategy

Name

Address

City

Zip

Please return to: City of Mountain View
Community Development Department
P.O. Box 7540
Mountain View, CA 94039-7540

Questions? Suggestions? Concerns? Plaudits?

Send your comments to the Mountain View City Manager's Office, Post Office Box 7540, Mountain View, CA 94039

How are we doing? Feedback from you is very important to us. Curious about a City service or program? Have an idea you'd like to share? Know a City employee who did a particularly good job? The City Manager's Office would like to hear from you. Send your remarks on a CityGram and you will receive a prompt response from the appropriate city department. Thank you for your comments.

City of Mountain View CityGram

Date

Daytime Phone

Name

Address

City

Zip

I would like a reply:
For City Staff use:

☐ by telephone

☐ by mail

☐ no reply necessary

From A(nimals) to Z(oning), the City of Mountain View provides its residents with a wide variety of services. This directory of City services has been developed to provide residents with a handy and useful guide to City information and services.

Clip and save this Directory for future reference.

Animals

Barking dogs (Neighborhood Mediation)	960-0495
Dog waste	903-6358
Dog leash violations	903-6358
Illegal pets	903-6313
Licensing, stray animal pick up, spa/neutering services, animal bites	329-2571

Cable Television

Cable service inquiries (South Bay CableVision)	968-1313
Public access programming (Channel 6-KMVT)	968-1540

Center for the Performing Arts

Administrative offices	903-6565
Special patron services	903-6000
Ticket services	903-6000
Ticket services (Fax & TDD)	965-1727

City Attorney

City Attorney	903-6303
Political signs	903-6303
Prosecution/code enforcement	903-6303

City Clerk

Birth certificates	(408) 299-2481
City Code, copies	903-6304
City Council meeting agendas	903-6304
City Council meeting information	903-6304
Elections	903-6304
Official City records	903-6304
Marriage licenses	(408) 299-2481
Voter registration	(408) 299-8302

City Council, Boards, Commissions & Committees

Board, commission & committee information/ applications	903-6304
City Council meeting agendas	903-6304

CITY OF MOUNTAIN VIEW SERVICES DIRECTORY

City Council, Boards, Commissions & Committees (cont'd)

City Council meeting information	903-6304
Mayor and Councilmember appointments	903-6304

City Manager

Cable television complaints	903-6301
City Manager	903-6301
Community relations	903-6301

City Departments

City Attorney	903-6303
City Clerk/City Council	903-6304
City Manager	903-6301
Community Development	903-6306
Community Services	903-6331
Employee Services	903-6309
Finance & Administrative Services	903-6316
Fire	903-6365
Library Services	903-6335
Police	903-6344
Public Services	903-6329
Public Works	903-6311

City Hall/General Government

General information	903-6300
TDD	967-0158

Code Enforcement

Abandoned vehicles	903-6358
Alcohol consumption in City parks	903-6344
Apartment inspections	903-6379
Building code violations	903-6313
General blight	903-6358
Graffiti abatement	903-6767
Graffiti in progress	911
Illegal fence installation or building addition	903-6306
Noise	903-6358
Shopping carts	call store
Smoking ordinance violations	903-6358
Weed abatement	903-6358
Zoning violations	903-6379

Community Development Department

Administration	903-6306
Building inspection	903-6313
Building inspection (24 hour scheduling)	903-6371
Community Development Block Grants (CDBG)	903-6379
Downtown Revitalization	903-6306
Economic Development	903-6306
Neighborhoods	903-6379
Planning and zoning	903-6306

Emergencies

Police/Fire	911
Water/sewer problems	903-6329

Employee Services Department

Administration	903-6309
Job openings-recording	903-6310

Finance & Administrative Services Department

Administration	903-6316
Business licenses	903-6317
Parking permits	903-6317
Purchasing	903-6324
Refuse collection billing	903-6317
Refuse collection service, start/stop	903-6317
Water/sewer billing	903-6317
Water/sewer service, start/stop	903-6317

Fire Department

Emergencies	911
TDD	967-0158
Administration	903-6365
Environmental safety/ hazardous materials	903-6378
Fire prevention	903-6343
Industrial waste	903-6378
Emergency Services/ neighborhood disaster preparedness	903-6825

Hazardous Materials

Hazardous materials permits	903-6378
storage and handling	903-6378
Household hazardous waste collection	(408) 299-7300

Hazardous Materials (cont'd)

Industrial waste discharge permits	903-6378
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Gangs

Gang prevention	903-6348
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Graffiti

Graffiti abatement (Graffiti Busters)	903-6767
Graffiti in progress	911

Library Services Department

Administration information	903-6335
Bookmobile	903-6337
Children's Room	903-6888
Circulation Desk	903-6336
Dial-A-Story	903-6771
Renewals by telephone	903-6885
Reference Desk	903-6337

Licenses and Permits

Building permits	903-6313
Business licenses	903-6317
Demolition permits	903-6313
Dog licenses	329-2671
Encroachment permits	903-6311
Fire hydrant use permits	903-6329
Fire Prevention Bureau permits	903-6378
Hazardous materials permits	903-6378
Heritage tree removal permits	903-6326
Industrial waste discharge permits	903-6378
Off leash permits	903-6331
Parking permits	903-6317
Street closure permits	903-6347
Street cut permits	903-6311

Neighborhoods/Housing

Apartment inspections	903-6379
Neighborhood preservation	903-6379
Noise, general	903-6358
Rental issues (tenant/landlord mediation)	960-0495

Parks/Trees

City tree services	903-6326
Heritage tree removal permits	903-6326
Park maintenance	903-6326
Tree Damage to sidewalks	903-6329

Police Department

Emergencies	911
TDD	967-0158
Administration	903-6350
Auto theft investigations	903-6348
Burglary investigations	903-6348
Crime prevention	903-6357
Drug tip hotline	961-5800
Field Services Patrol and Traffic	903-6344
Forgery/fraud investigations	903-6364
Gang prevention	903-6344
General information	903-6344
Internal Affairs	903-6353
Investigative Service Detectives	903-6348
Neighborhood Services Unit/code enforcement	903-6358
Police Reserves	903-6715
Records	903-6344
School Resource Officer	903-6370
Street closure permits	903-6350
Warrants	903-6345

Public Services Department

Administration	903-6329
Graffiti abatement (Graffiti Busters)	903-6767
Sidewalk repair	903-6329
Street cleaning	903-6329
Street light outages	903-6329
Water conservation hotline	903-6216
Water/sewer billing	903-6317
Water/sewer problems	903-6329
Water/sewer service, start/stop	903-6317

Public Works Department

Administration	903-6311
Capital projects	903-6311
Encroachment permits	903-6311
Engineering	903-6311
Property Agent	903-6311
Recycling	903-6227
Refuse collection service complaints	903-6227

Recreation

Administration	903-6331
BBQ area reservations	903-6332
Deer Hollow Farm	968-0364

Recreation (cont'd)

Eagle Park pool	903-6413
Field reservations	903-6404
Off leash permits	903-6331
Programs/classes	903-6331
Rengstorff Park pool	903-6414
Senior Center	903-6330

Shopping Carts

Abandoned carts	call store
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Shoreline at Mountain View

Administration	903-6392
Rengstorff House	903-6088
Rengstorff House, rental information	903-6392

Solid Waste/Refuse Collection

Household hazardous waste collection	(408) 299-7300
Recycling	903-6227
Refuse collection billing	903-6317
Refuse collection, start/stop service	903-6317
Refuse collection service complaints	903-6227
Uncontained trash/debris	903-6358

Streets, Traffic and Parking

Burned-out street lights	903-6329
Commercial vehicles parked in residential areas	903-6358
Downtown parking lot maintenance	903-6306
On street parking violations	903-6358
On yard parking violations	903-6358
Parking violations, general	903-6344
Street cleaning	903-6329
Street closure permits	903-6350
Street construction inquiries	903-6311
Traffic hazards	911
Traffic signal malfunctions After business hours	903-6311 911

Utilities

Billing inquiries/payments	903-6317
Water/sewer service, start/stop	903-6317
Water/sewer/storm drain stoppages	903-6329
Water conservation hotline	903-6216

Volunteers

Volunteer services	903-6607
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**Publications of General Interest
to Mountain View Residents****Housing and Neighborhood Preservation**

- California Tenants—
Your Rights and Responsibilities
- Controlling Cockroaches
- Emergency Housing Consortium—
Empowering Homeless People
- Got a Problem or Dispute?...Mediation Services
- Home In Need of Repair?
- Housing Discrimination
- Rental Housing Inspection Program
- Housing Handbook
- Summary of Neighborhood Codes
- Neighborhood Handbook
- Summary of Neighborhood Codes
- Neighborhood Handbook

Public Information

- Become Involved
- Bike Map
- Discover Downtown Mountain View
- Downtown Mountain View Retail & Restaurant
Guide
- Smoking Ordinance
- The View
- Your Guide to Water Use

Security

- Battered Women
- Beat the Quake!
- Child Abuse
- Community Resource Guide for Hate Crimes

- Drug Abatement Handbook
- Family Violence Prevention
- GANGS...An Introduction for Parents
and Educators
- Graffiti
- Home Security
- Keep Babysitting Safe
- Make Robbery Risky
- Neighborhood Watch
- Plan Your Defense Against Rape
- Preventing Child Sexual Abuse
- Protect Your home from Burglary
- Vehicle Theft Is A Big Problem!

Miscellaneous

- Monthly Hazardous Waste Drop-Off Program
for Small Businesses
- Recycle Your Construction and Demolition
Debris
- Economic Resources Strategy
- City of Mountain View General Plan (\$10 fee)
- Child Care Information Packet
- Mountain View Business Directory
(available from the Mountain View
Chamber of Commerce...968-8378)

If you are interested in obtaining any of these
publications, you can call the City of Mountain View,
Community Development Department at (415) 903-
6306 or you can write us at:

City of Mountain View
Community Development Department
P.O. Box 7540
Mountain View, CA 94039-7540

Thanks to the Neighborhood Preservation Staff Advisory Team for assisting greatly in these efforts.

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Luis Sanchez
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Dennis White
Jim Williamson
Mike Young

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